# **Renderly Whitepaper**

**AI-Powered Video Creation for Everyone**

## **Executive Summary**

Renderly is a next-generation platform for AI-powered video generation, available on iOS and Android. Built on **Runway ML, OpenAI, Gemini, and other leading AI models**, Renderly enables anyone to generate professional-grade video content directly from text or images.

To scale globally and foster a creator-driven ecosystem, Renderly introduces the **$RLY Token**, a utility token powering payments, governance, and rewards across the Renderly ecosystem.

## **Problem Statement**

High-quality video content remains resource-intensive, expensive, and requires expertise. Existing AI video tools are either:

* **Desktop-first**, with steep learning curves.
* **Closed systems**, offering no creator ownership.
* **Subscription-heavy**, with limited incentive alignment between platforms and users.

Creators need a **mobile-native, AI-powered platform with ownership, incentives, and flexible monetization**.

## **Solution: Renderly**

Renderly combines mobile-first AI video creation with Web3 incentives.

**AI Features**

* **Text to Video** – Generate cinematic videos from prompts.
* **Image to Video** – Animate static visuals.
* **Hugging Video** – Harness open-source generative video AI.
* **Two-Image to Video** – Morph and transition smoothly between visuals.
* **Dark/Light Mode** – Personalized UX.

**Web3 Features**

* **$RLY Token** – Powers transactions, governance, and rewards.
* **Creator Marketplace** – Users can buy/sell AI video templates, effects, and assets.
* **Staking** – Users stake $RLY for subscription discounts and premium rendering speeds.
* **Reward Layer** – Active creators and contributors earn $RLY.

## **Tokenomics**

### **Token Utility ($RLY)**

* **Transaction Currency**: Pay for video generations, premium assets, and subscriptions.
* **Governance**: Participate in Renderly DAO to decide on model integrations, feature priorities, and ecosystem grants.
* **Staking**: Lock tokens for lower fees, early access to new AI models, and higher rendering priority.
* **Creator Rewards**: Earn tokens for contributing templates, sharing creations, or growing the community.
* **Burn Mechanism**: A fraction of $RLY used for transactions is burned, ensuring deflationary pressure.

### **Token Distribution**

* **40% Ecosystem & Rewards** (creators, users, community incentives)
* **20% Team & Advisors** (vested over 3–4 years)
* **15% Public Sale & Liquidity**
* **15% Partnerships & Ecosystem Development**
* **10% Treasury & Reserves**

### **Token Flow**

1. Users purchase $RLY or acquire it via staking/rewards.
2. $RLY is spent on video generations, subscriptions, or marketplace items.
3. A % of tokens is **burned**, the rest goes to **creators** and the **treasury**.
4. Treasury funds future development, ecosystem grants, and AI model licensing.

## **Market Opportunity**

* Global **AI Video Generation Market** projected to reach $30B+ by 2030.
* 3.2B+ smartphone users globally = massive mobile-first audience.
* Creator economy expansion, with 200M+ content creators worldwide.
* Lack of Web3-native platforms bridging AI + video + creator incentives.

## **Business Model**

Revenue & Value Capture:

* **Subscription Tiers** (paid in fiat or $RLY).
* **Marketplace Fees** (creators earn in $RLY, small cut goes to treasury).
* **Enterprise API Access** (paid in $RLY with discounts for staking).
* **Token Burn Mechanism** (creates scarcity as usage grows).

## **Security & Compliance**

* **Secure Firebase authentication** and **remote API key rotation**.
* **Blockchain-based transparency** in token flows.
* **GDPR & CCPA compliance** for user data.
* Hybrid approach: **Web2 convenience + Web3 ownership**.

## **Roadmap**

**Q4 2025**

* Beta iOS & Android app.
* Launch $RLY token.
* Core features: Text-to-Video, Image-to-Video, Subscriptions.

**Q1 2026**

* Marketplace launch (creators sell AI templates/assets).
* Staking for subscription discounts.
* Hugging Video + Two-Image-to-Video modules.

**Q2 2026**

* DAO governance activation.
* Enterprise API launch.
* Multilingual video generation.

**Q3 2026 and Beyond**

* AR/VR video generation.
* Renderly Studio (desktop suite synced with mobile).
* Cross-chain integrations for NFT video ownership.

## **Conclusion**

Renderly redefines video creation by merging **AI-powered generation** with **Web3 tokenomics**, ensuring creators not only produce but also own and earn. With $RLY at its core, Renderly is building a sustainable, mobile-first ecosystem for the next generation of video storytellers.